



JOHN WATSON

SCHOOL OF BEHAVIORISM

JOHN
WATSON

JANUARY 9TH, 1878-
SEPTEMBER 28TH, 1958

PSYCHOLOGY PROFESSOR AT JOHNS HOPKINS
UNIVERSITY

HE FOUNDED THE SCHOOL OF BEHAVIORISM, WHICH
AIMS TO STUDY ONLY OBSERVABLE BEHAVIORS AND
EXPLAIN THOSE BEHAVIORS THROUGH PRINCIPLES.

WATSON WROTE AN ARTICLE CALLED "PSYCHOLOGY
AS THE BEHAVIORIST VIEWS IT."

UNLIKE MOST PSYCHOLOGISTS, HE DID NOT CONSIDER
THE EXISTENCE OF CONSCIOUSNESS WORTH STUDYING
BECAUSE IT WOULD ALWAYS BE PRIVATE AND NOT
OBSERVABLE BY SCIENTIFIC METHODS.

HE CONDUCTED AN EXPERIMENT KNOWN AS "THE
LITTLE ALBERT EXPERIMENT," IN WHICH HE
ATTEMPTED TO PROVE THAT FEAR, LOVE, AND RAGE
COULD BE ARTIFICIALLY CONDITIONED IN CHILDREN.

*He used animals to try to control and
condition emotions in humans.*

